

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

160 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

December 23, 1996

RJR Account #154180

Mr. J. Derigo  
DERIGO SALES

**FEBRUARY DORAL B2G1F / PROMOTION #700046**

Dear John:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as **75** skus of B2G1F sleeves (Item #520844) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Light Kg	12300-23880	5	12300-15112	1
Full Flavor 100	12300-23882	5	12300-15312	1

Product / Premium Arrival:

January 20, 1997

Ship Date to Retail:

Week of: January 27, 1997

SKU CUBE:

1.3600

SKU WT (w/o Product):

4.0000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$1,482.88

Non-EFT \$ Amount:

\$N/A

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B2G1F

DERIGO SALES

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

**SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE  
ATTACHED CUSTOMER LIST  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$126.00 (4.5 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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# WHOLESALE PACKING INSTRUCTIONS

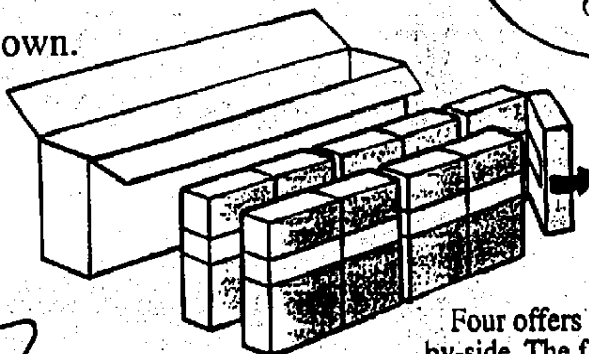
## VALUE ADDED PROMOTIONS - 1ST QTR.'97

February / March DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

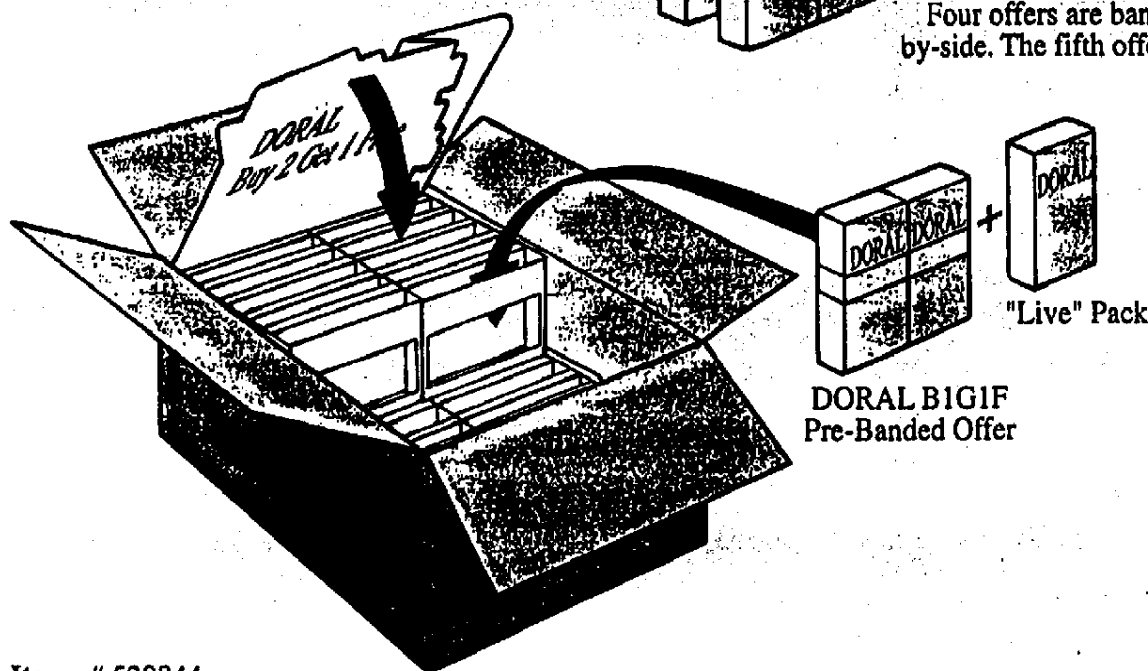
### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve (each case contains 20 sleeves).
3. Add 1 "live" DORAL pack of same brand style to each sleeve.
4. Fold display header card down.
5. Close the case.
6. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" DORAL Offers.



Four offers are banded side-by-side. The fifth offer folds out.



Item: # 520844

Description: DORAL B2G1F Sleeve Kit

Brand Style	FF 100 B1G1F	Lt Kg B1G1F	X	FF 100 LIVE	Lt Kg. LIVE	
Number of Cartons	2	2	X	1	1	

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WHOLESALE : 154180 DERIGO SALES, INC. <DIRECT>  
 TEMPLATE : 700046 70200 DOR FEB B2G1P  
 TEMPLATE SEQ : 0002  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	576389	FAMILY CORNER STORE	380 CONNECTICUT S	BUFFALO	NY	14213	1				(716) 886-4970
162601	162629	658852	COLVIN-CONVENIENT	630 COLVIN AVE	BUFFALO	NY	14216	1				(716) 877-4440
162603	162625	683061	STOP N GAS #14	3287 S PARK AVE	LACKAWANNA	NY	14218	1		1260-0000		(716) 826-8121
162603	162625	396994	B-KWIK MKT #56	1989 SENECA ST	BUFFALO	NY	14210	1		1435-0000		(716) 824-1124
162602	162629	705604	IMPERIAL FOOD MKT	3039 BAILEY AVE	BUFFALO	NY	14215	1				(716) 836-6223
162602	162629	467548	FOOD PLUS	414 E AMHERST ST	BUFFALO	NY	14215	1				(716) 834-1087
162603	162625	462442	B & S MINI MART	1199 SENECA ST	BUFFALO	NY	14210	2				(716) 826-6199
162603	162625	655757	LOVEJOY FOOD & BEVE	1196 E LOVEJOY	BUFFALO	NY	14206	1			154180	(716) 892-7413
162603	162625	470390	DAILY NEWS & NUMBER	999 BROADWAY ST	BUFFALO	NY	14212	1				(716) 894-4900
162601		597977	ZIPPS FOOD & BEV.	896 NIAGARA ST	BUFFALO	NY	14213	1				(716) 886-9032
162603	162625	397015	CLINTON MINI MARKET	1880 CLINTON ST	BUFFALO	NY	14206	1				(716) 828-1160
162602	162625	660888	WE NEVER CLOSE	1054 ELMWOOD AVE	BUFFALO	NY	14222	1				(716) 886-5498
162602	162629	634670	APLUS MINI MART(F)	4401 UNION ROAD	CHEEKTOWAGA	NY	14225	1		0362-0102		(716) 631-0009
162602	162629	525296	ARTS MOBIL #08435	2633 GENESEE ST	BUFFALO	NY	14225	1				(716) 896-8860
162602	162622	672361	EAGLE EXPRESS SHOPS	5380 GENESEE ST	BOWMANVILLE	NY	14026	1				(716) 684-0333
162603	162625	719755	SAMI EXPRESS	880 FILLMORE AVE	BUFFALO	NY	14212	1				(716) 842-8880
162603	162625	396973	PARKSIDE DRUG	975 BROADWAY ST	BUFFALO	NY	14212	7				(716) 895-8811
162601	162629	397310	HERTEL NEWS	1416 HERTEL AVE	BUFFALO	NY	14216	1				(716) 836-3616
162601	162629	574995	QUICK CHECK FOOD MR	2580 ELMWOOD AVE	BUFFALO	NY	14217	1				(716) 871-1665
162603	162625	397169	BROTHERS DELI	1338 ELECTRIC AVE	LACKAWANNA	NY	14218	1				(716) 822-1651
162603		669476	ABBOTT CONVENIENCE	1849 ABBOTT RD	LACKAWANNA	NY	14218	1				(716) 825-8446
162602	162629	397117	PIKE'S PEAK DELI	1318 FILLMORE AVE	BUFFALO	NY	14211	1				(716) 896-0317
162602	162629	705606	WALDEN CONVENIENT	599 WALDEN AVE	BUFFALO	NY	14211	1				(716) 892-4669
162603	162625	397614	JOHN'S TOBACCO	403 MAIN ST	BUFFALO	NY	14203	1				(716) 855-0243
162603	162623	620303	STOP N GAS #6	4878 LAKE SHORE R	HAMBURG	NY	14075	1		1260-0000		(716) 627-7319
162603	162625	579726	STOP N GAS #9	2111 CLINTON ST.	WEST SENECA	NY	14224	1		1260-0000		(716) 824-0438
162603	162625	067574	HILBERT MOBIL 08D9X	2793 SENECA ST	WEST SENECA	NY	14224	1				(716) 824-6137
162601	162626	691528	M&R FASTSTOP	221 OLIVER ST	N TONAWANDA	NY	14120	1				(716) 743-0919
162603		574026	U.S. QUALITY FOOD	471 E FERRY ST	BUFFALO	NY	14208	1				(716) 883-6335
162603		601164	A & N GAS MART	1126 GENESEE ST	BUFFALO	NY	14211	1				(716) 891-4880
162602	162629	615954	RIGHT PRICE MARKET	1351 KENSINGTON A	BUFFALO	NY	14215	1				(716) 836-1417
162602	162629	674960	CONVENIENT FOOD	364 EGGERT RD	BUFFALO	NY	14215	1				(716) 833-2150
162602		715443	SHOP EXPRESS FOOD	1 MARINE DR	BUFFALO	NY	14202	1				(716) 852-7428
162601		764456	HOLLY FARMS	424 PEARL ST	BUFFALO	NY	14202	1				
162601	162625	396895	HOLLY FARMS MARKET	233 - 235 ALLEN S	BUFFALO	NY	14202	1				(716) 882-2733
162601	162625	496766	ALLENTOWN FOOD SHOP	76 ELMWOOD AVE	BUFFALO	NY	14201	1				(716) 881-5748
162601	162626	398665	CFM #33-015	3030 SWEET HOME R	AMHERST	NY	14228	1		0990-0000		(716) 691-7655
162601	162629	460480	JOE'S SERVICE CENTE	1602 ELMWOOD AVE	BUFFALO	NY	14207	1				(716) 877-9823
162601		765275	KWK SHOP	185 ESSER AVE	BUFFALO	NY	14207	1	NYS			(716) 875-5363
162606		764775	SADO GAS #13	GAS N GO	DERBY	NY	14047	1	NYS			(716) 947-5199
162601	162626	398795	B&B CIGAR STORE	2006 MAIN ST	NIAGARA FALLS	NY	14305	1	NYS		GAS4101	(716) 282-1185
162601	162626	128682	MIKE REXFORD SERVIC	1940 NIAGARA FALL	TONAWANDA	NY	14150	1	NYS			(716) 692-7017

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## WORKPLAN VAP TEMPLATE LISTING

5NS5B2

WHOLESALE  
 154180 DERIGO SALES, INC. <DIRECT>  
 TEMPLATE 700046 70200 DOR FEB B2GIP  
 TEMPLATE SEQ : 0002  
 SALES LEVEL : 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
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162603	162623	765363	STOP N GAS #13	4100 SAINT FRANCI	HAMBURG	NY	14075	2	NYS	1260-0000	QAS4101	(716)627-2170
162602	162622	398017	MSTER BILLS	8 VERNON ST	MIDDLEPORT	NY	14105	1	NYS	1260-0000	QAS4101	(716)735-7066
162603	162623	764723	STOP N GAS #12	6685 SOUTHWESTERN	HAMBURG	NY	14075	1	NYS	1260-0000	QAS4101	(716)627-3401
162601	162622	765413	SDO GAS #7	4004 LAKE AVE	LOCKPORT	NY	14094	1	NYS	1260-0000	SAD0089	(716)434-1184
162601	162622	128934	KENYON #778/DYNAMS	2905 MAIN ST	NEWFANE	NY	14108	1	NYS	1895-0000		(716)778-7899
162601	162626	738580	SHERIDAN CONV. MART	1066 SHERIDAN DR	TONAWANDA	NY	14150	1	NYS	1895-0000		(716)778-7899
162601	162622	398087	7-11 16725	437 DAVIDSON RD	LOCKPORT	NY	14094	1	NYS	0001-0402		(716)433-1262
162603	162623	488478	STADIUM MOBIL #8	3856 SOUTHWESTERN	ORCHARD PARK	NY	14127	1	NYS	1260-0000	STA3856	(716)649-5930
162603	162625	357756	STOP N GAS #2	1525 WILLIAM ST	BUFFALO	NY	14206	1	NYS	1260-0000	QAS0001	(716)997-2781
162603	162625	764711	STOP N GAS #10	363 HOPKINS ST	BUFFALO	NY	14220	2	NYS	1260-0000	QAS0363	(716)825-6484
162606	162623	357767	YORKSHIRE SERV #5	12252 OLD OLEAN R	YORKSHIRE	NY	14173	2	NYS	1260-0000	YOR1225	(716)492-5722
162606	162623	514559	MACHIAS MINI MART #	9718 OLEAN ROAD	MACHIAS	NY	14101	1	NYS	1260-0000	SAD9718	(716)353-9957
162603	162625	128642	STOP N GAS #4	4100 SENECA ST	WEST SENECA	NY	14224	1	NYS	1260-0000	QAS4100	(716)675-2788
162602	162629	396913	DEXTER DRUG	1453 JEFFERSON AV	BUFFALO	NY	14208	1	NYS	1260-0000	SAD9718	(716)885-7878
162603	162622	812664	CHAPMAN'S MKT	9202 RIDGE RD	MIDDLEPORT	NY	14105	1	NYS	1260-0000	QAS4100	(716)675-2788
162603	162622	128582	BUZZ N BEE(PRIN-SEN	2097 SENECA ST	BUFFALO	NY	14210	1	NYS	1260-0000	QAS4100	(716)675-2788
162603	162625	764734	STOP N GAS #1	166 FILLMORE AVE	BUFFALO	NY	14210	1	NYS	1260-0000	QAS4100	(716)675-2788
162601	162625	809737	PRICE RITE MARKET	324-26 W. DELEVAN	BUFFALO	NY	14213	1	NYS	1260-0000	QAS4100	(716)675-2788
162601	162629	311007	LIER'S DELI	897 TONAWANDA ST	BUFFALO	NY	14207	1	NYS	1260-0000	QAS4100	(716)675-2788
162601	162626	497268	STOP N GAS #11	8811 NIAGARA FALLS	NIAGARA FALLS	NY	14304	1	NYS	1260-0000	QAS4100	(716)675-2788
162601	162625	396875	BILLS DEL	32 ALLEN ST	BUFFALO	NY	14202	1	NYS	1260-0000	QAS4100	(716)675-2788
162601	162622	317286	LINCOLN PK.PHRM.432	540 NIA. FALLS BL	BUFFALO	NY	14223	1	NYS	1260-0000	QAS4100	(716)675-2788

PAGE BREAK TOTAL ACCOUNTS

64 TOTAL QUANTITY

74

TEMPLATE TOTAL ACCOUNTS

64 TOTAL QUANTITY

74

PAGE: 19  
 DATE: 96-12-13  
 TIME: 03:55 PM

## GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

01/29/97

ACCOUNT NUMBER: 154180      DERIGO SALES, INC  
VOUCHER NUMBER: 15341684      3780 HARLEM RD  
DATE WRITTEN: 01/29/97      BUFFALO, NY 14215  
STATUS: PAID  
AMOUNT PAID: 126.00      SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	4.50	126.00

EXPLANATION: DOR B2G1F 700046 / CAA

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